

**Governor's P-20 Council
Communication Committee Meeting
Monday, September 11, 2006
2:00 p.m.
Meeting Notes**

Location: 1515 E. Osborn Road, Phoenix, Arizona

P-20 Members Present: Paul Luna, Amy Besing, Dr. David Curd, Cathy McKee, Councilman Greg Stanton, Harry Garewal

Others: Dr. Jim Zaharis

Staff: Debra Raeder, Darcy Renfro and Becky Hill

1. Call to Order & Welcome

Chair Paul Luna called the meeting to order at 2:05 p.m., and welcomed.

2. Review of Goal and Strategies of Committee

The Committee engaged in a brief discussion regarding the goal of the committee as developed at the Retreat. The Committee unanimously agreed to modify the goal statement from:

Ensure student success through parent and student support. Develop a communications and branding strategy.

To:

Oversee development and implementation of a comprehensive communications plan and branding strategy for the P-20 Council.

The Committee agreed that the statement "Ensure student success through parent and student support" is a strategy and not a goal.

3. Discussion – Communications Strategy

- a. Survey of needs**
- b. External Outreach**
- c. Scope of Work (prioritize constituencies)**

The Committee had extensive discussion regarding a communications strategy and agreed that any plan must:

- Define why the P-20 Council is having education discussion – and why P-20. Must develop a common message to build credibility and purpose, and build the case for change.
- Explain alignment.
- Reach out to parents so that they understand the issues and necessity for change.
- Reach out to immediate constituencies through the P-20 Council membership.
- Incorporate a speakers bureau consisting of Council members.
- Include a “to do” list and identify the “who, what and when” as well as costs involved to develop and implement a communications plan.

4. Next Steps

The Committee requested that over the next 30-60 days staff work to:

- Bring sample communication plan models back to the Committee for review – e.g. other states; the City of Phoenix Bond Communications Plan; the speakers package of United Way, etc.
- Identify stakeholder groups beginning with P-20 membership representation.
- Develop a frequently asked questions sheet for review by the Committee.
- Work to get all P-20 Council members on the “same page” with a common message.
- Identify spokespersons from the P-20 Council – perhaps to serve in capacity for 1-3 months at a time.
- Develop a speakers bureau of Council members.

The Committee requested that over the next 60-120 days staff work to:

- Develop an action plan to implement communications and branding strategy.
- Plan a briefing for all stakeholders/media to roll out plan/branding.
- Plan outreach to stakeholders outside of P-20 Council membership and constituencies.
- Find funding for a communications plan.

5. Call to the Public

There were no requests from the Public to address the Committee.

6. Adjournment

There being no further business or discussion, the meeting was adjourned by the Chair at 3:25 p.m.